

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
Group Art Unit 3722

In re

Patent Application of

Eric E. Blohm et al.

Application No. 10/607,233

Confirmation No. 5865

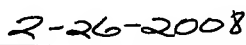
Filed: June 26, 2003

Examiner: Pradeep Choudary Battula

"PRINTED PRODUCT BINDING METHOD"

I, Jodi A. Anderson, hereby certify that this correspondence is being electronically filed on the United States Patent and Trademark Office's EFS-web with the Commissioner for Patents, on the date of my signature.


Signature


Date of Signature

APPEAL BRIEF

Mail Stop Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is filed in response to the final Office action dated July 31, 2007 and further to the Notice of Appeal filed December 18, 2007.

(i) *Real party in interest*

The real party in interest is Quad/Graphics, Inc., N63w23075 Highway 74, Sussex, WI 53089 as recorded by the assignment at reel/frame 014243/0776.

(ii) *Related appeals and interferences*

There are no related appeals or interferences.

(iii) *Status of claims*

Claims 1-26 and 28-31 are currently pending in the application. Claim 27 is canceled. Of the pending claims, no claims are allowed, no claims are objected to, and Claims 1-26 and 28-31 are rejected. Claims 1-26 and 28-31 are presently being appealed.

(iv) *Status of amendments*

No amendments have been filed subsequent to final rejection.

(v) *Summary of claimed subject matter*

Independent claim 1 defines a binding method comprising generating a pre-personalized book on a binding line for a specific individual, rejecting selective pre-personalized books, and generating an alternate piece, of an alternate medium compared to the pre-personalized book, in place of each rejected pre-personalized book to be delivered to the specific individual (*page 2, lines 6-9; page 3, lines 29-31; page 5, lines 10-20; page 6, lines 7-9; page 6, lines 30-34; page 7, lines 21-25; Figs. 1-6*).

Independent claim 9 defines a binding method comprising generating a mailing list of recipients, generating a pre-personalized book for each recipient on a binding line, rejecting one of the pre-personalized books, identifying the recipient of the rejected pre-personalized book, and generating an alternate piece that replaces the rejected pre-personalized book (*page 2, lines 10-14; page 4, lines 26-29; page 5, lines 10-11; page 5, line 24-page 6, line 16; page 6, lines 30-34; Figs. 1-5*). The alternate piece includes a notification to the recipient regarding the status of their pre-personalized book (*page 6, lines 11-14*).

Independent claim 15 defines a method of replacing a rejected book on a binding line. The method comprises generating a mailing list of recipients having a mailing order, assembling a pre-personalized book on the binding line for each recipient according to the mailing list, rejecting selective pre-personalized books, generating an alternate piece on the binding line, the

alternate piece being of a format different from the rejected pre-personalized book, and replacing the rejected pre-personalized book with the alternate piece (*page 5, lines 10-20; Figs. 1-3*). The alternate piece is positioned on the binding line to maintain the mailing order (*page 2, lines 15-20; page 5, line 33-page 6, line 5; page 6, lines 32-34; Figs. 4 and 5*).

Independent claim 21 defines a binding method comprising generating a mailing list of recipients, generating a pre-personalized printed product off-line for selected recipients on the mailing list, loading the pre-personalized printed products adjacent a binding line, assembling a book for each recipient including a respective pre-personalized printed product, rejecting selective recipients' books, removing the rejected books from the binding line, and generating an alternate piece in place of each rejected book, the alternate piece being of a different medium than the pre-personalized printed product (*page 2, lines 21-26; page 5, lines 10-20; page 6, lines 7-9; page 7, lines 3-25; Figs. 1-3, 6*).

Independent claim 24 defines a binding method comprising generating a pre-personalized book on a binding line for a plurality of specific individuals, each pre-personalized book having therein a pre-personalized signature, rejecting selective pre-personalized books, reprinting the pre-personalized signature of one of the rejected pre-personalized books, and regenerating the rejected pre-personalized book on the binding line for the specific individual to include the reprinted pre-personalized signature (*page 2, line 27-page 3, line 4; page 4, line 26-page 5, line 6; page 7, lines 3-25; Figs. 1-3, 6*).

Independent claim 28 defines a binding method comprising generating a mailing list of recipients, generating a pre-personalized printed product for each recipient, assembling a book on a binding line for each recipient, each said book including the respective pre-personalized piece, rejecting selective books, removing the rejected books from respective spaces along the binding line, generating an alternate pre-personalized piece for each recipient whose book was rejected, the alternate pre-personalized piece being of a different medium than the pre-personalized printed product, and inserting the alternate pre-personalized piece into the space previously occupied by the respective rejected book (*page 5, lines 10-20; Figs. 1-3; page 5, line 33-page 6, line 9; page 6, lines 22-34; Figs. 4 and 5*).

Independent claim 31 defines a method of replacing a rejected book on a binding line. The method comprises generating a mailing list of recipients, assembling a pre-personalized book on the binding line for each recipient, rejecting selected pre-personalized books, replacing a first rejected book with a generic book, replacing a second rejected book with a regenerated second book identical to what the second rejected book should have been, and replacing a third

rejected book with a different medium (*page 4, line 26-page 5, line 20; page 6, lines 7-9; Figs. 1-3*).

(vi) *Grounds of rejection to be reviewed on appeal*

Applicants appeal the rejection made in the final Office action dated July 31, 2007, and request that the Board review whether claims 21-23, 28 and 30 are anticipated under 35 U.S.C. §102(b) by United States Patent No. 6,347,260 ("Graushar").

Applicants appeal the rejection made in the final Office action dated July 31, 2007, and request that the Board review whether claims 24 and 25 are anticipated under 35 U.S.C. §102(b) by United States Patent No. 3,819,173 ("Anderson").

Applicants appeal the rejection made in the final Office action dated July 31, 2007, and request that the Board review whether claims 1-7, 15-19, and 29 are unpatentable under 35 U.S.C. §103(a) over Graushar in view of Anderson.

Applicants appeal the rejection made in the final Office action dated July 31, 2007, and request that the Board review whether claims 9-12 and 31 are unpatentable under 35 U.S.C. §103(a) over Anderson in view of Graushar.

Applicants appeal the rejection made in the final Office action dated July 31, 2007, and request that the Board review whether claims 8, 14, and 20 are unpatentable under 35 U.S.C. §103(a) over Anderson in view of Graushar and further in view of United States Patent No. 5,713,605 ("Pace").

Applicants appeal the rejection made in the final Office action dated July 31, 2007, and request that the Board review whether claim 13 is unpatentable under 35 U.S.C. §103(a) over Anderson in view of Graushar and United States Patent No. 5,428,423 ("Clark").

Applicants appeal the rejection made in the final Office action dated July 31, 2007, and request that the Board review whether claim 26 is unpatentable under 35 U.S.C. §103(a) over Anderson in view of Clark.

(vii) *Argument*

Claim Rejections under 35 U.S.C. §102(b) – Graushar

The Examiner rejects claims 21-23, 28, and 30 under 35 U.S.C. §102(b) as being anticipated by United States Patent No. 6,347,260 (“Graushar”).

Claims 21-23

Claim 21 defines a binding method comprising:

- generating a mailing list of recipients,
- generating a pre-personalized printed product off-line for selected recipients on the mailing list,
- loading the pre-personalized printed products adjacent a binding line,
- assembling a book for each recipient including a respective pre-personalized printed product,
- rejecting selective recipients’ books,
- removing the rejected books from the binding line, and
- generating an alternate piece in place of each rejected book, the alternate piece being of a different medium than the pre-personalized printed product.

Graushar discloses a multi-mailer, which combines pre-personalized printed items and items that are not pre-personalized in zip code order. Unacceptable books are rejected and replaced by generic books (column 2, line 66 to column 3, line 4). Personalization on inside pages of select books occurs after the inspection.

Graushar fails to disclose at least the following limitation of Claim 21:

generating an alternate piece in place of each rejected book, the alternate piece being of a different medium than the pre-personalized printed product.

As defined by Applicants’ Claim 21, the alternate piece must be a different medium than the pre-personalized printed product. As one example of this concept, if the pre-personalized printed product was a magazine page, the alternate piece must be a medium other than a

magazine page. The alternate piece could be a different type of printed media or any type of electronic media. As defined in Applicants' specification, the alternate piece may take one of many media forms, some of which are printed and some of which are electronic. See *e.g.*, Applicants' specification at least at page 5, lines 17-20 and at page 6, lines 7-9. Conversely, Graushar discloses rejecting a book and replacing it with another book. Thus, the type of communicative medium (i.e., signatures and inserts that constitute a book) of the replacement is the same as the rejected book and is not "**of a different medium**," although the information contained in the generic book of Graushar may be different from the rejected book.

Therefore, Graushar does not disclose, teach or suggest assembling a book for each recipient comprising a respective pre-personalized printed product and generating an alternate piece in place of each rejected book, the alternate piece being of a different medium than the pre-personalized printed product.

Claim 21 is allowable for this and other reasons. Claims 22 and 23 depend from claim 21 and are allowable for at least the same reasons.

Claims 28 and 30

Claim 28 defines a binding method comprising:

- generating a mailing list of recipients,
- generating a pre-personalized printed product for each recipient,
- assembling a book on a binding line for each recipient, each said book including the respective pre-personalized piece,
- rejecting selective books,
- removing the rejected books from respective spaces along the binding line,
- generating an alternate pre-personalized piece for each recipient whose book was rejected, the alternate pre-personalized piece being of a different medium than the pre-personalized printed product, and
- inserting the alternate pre-personalized piece into the space previously occupied by the respective rejected book.

Graushar fails to disclose at least the following limitations of Claim 28:

- 1) **generating an alternate pre-personalized piece for each recipient whose book was rejected,**
- 2) **the alternate pre-personalized piece being of a different medium than the pre-personalized printed product, and**
- 3) **inserting the alternate pre-personalized piece into the space previously occupied by the respective rejected book.**

Graushar fails to disclose generating an alternate pre-personalized piece for each recipient whose book was rejected. Instead, Graushar discloses generating an alternate generic piece that is not pre-personalized.

Graushar further fails to disclose that the alternate pre-personalized piece is of a different medium than the pre-personalized printed product that was rejected. Instead, Graushar discloses rejecting a book and replacing it with another book **of the very same medium**. Even though the original book is pre-personalized and the replacement book is generic, the medium remains the same—e.g., a book.

Lastly, Graushar fails to disclose inserting the alternate pre-personalized piece into the space previously occupied by the respective rejected book because, again, Graushar fails to disclose generating an alternate pre-personalized piece for each recipient whose book was rejected.

Therefore, Graushar fails to disclose, teach or suggest generating an alternate pre-personalized piece for each recipient whose book was rejected, the alternate pre-personalized piece being of a different medium than the pre-personalized printed product, and inserting the alternate pre-personalized piece into the space previously occupied by the respective rejected book.

Claim 28 is allowable for this and other reasons. Claim 30 depends from Claim 28 and is allowable for at least the same reasons.

Claim Rejections under 35 U.S.C. §102(b) – Anderson

The Examiner rejects claims 24 and 25 under 35 U.S.C. §102(b) as being anticipated by United States Patent No. 3,819,173 (“Anderson”).

Claims 24 and 25

Claim 24 defines a binding method comprising:

generating a pre-personalized book on a binding line for a plurality of specific individuals, each pre-personalized book having therein a pre-personalized signature,
rejecting selective pre-personalized books,
reprinting the pre-personalized signature of one of the rejected pre-personalized books, and
regenerating the rejected pre-personalized book on the binding line for the specific individual to include the reprinted pre-personalized signature.

Anderson discloses printing and/or punching a new renewal card for insertion into the replacement magazine. Column 1, paragraph 3 of Anderson suggests that a particular magazine title may include different advertising (e.g., different signatures) for different subscriber groups.

Anderson, however, fails to disclose at least the following limitations of Claim 24, and the Examiner has not pointed out any particular process step or device disclosed by Anderson that is capable of carrying out such limitations:

- 1) reprinting the pre-personalized signature of one of the rejected pre-personalized books , and**
- 2) regenerating the rejected pre-personalized book on the binding line for the specific individual to include the reprinted pre-personalized signature.**

Anderson fails to disclose reprinting the pre-personalized signature of one of the rejected pre-personalized books. Instead, Anderson discloses that magazines, whether new or reordered, are assembled from signatures already in the inserter (10). Thus, the signatures are **not reprinted** for a particular subscriber's magazine, nor are the signatures pre-personalized.

Further, Anderson fails to disclose regenerating the rejected pre-personalized book on the binding line for the specific individual to include the reprinted pre-personalized signature, in

part, because as stated above Anderson fails to disclose reprinting the pre-personalized signatures and, therefore, cannot regenerate the rejected pre-personalized book.

Therefore, Anderson fails to disclose, teach or suggest reprinting the pre-personalized signature of one of the rejected pre-personalized books and regenerating the rejected pre-personalized book on the binding line for the specific individual to include the reprinted pre-personalized signature.

Claim 24 is allowable for this and other reasons. Claim 25 depends from Claim 24 and is allowable for at least the same reasons.

Claim Rejections under 35 U.S.C. §103(a) – Graushar in view of Anderson

The Examiner rejects claims 1-7, 15-19, and 29 under 35 U.S.C. §103(a) as being unpatentable over Graushar in view of Anderson.

Claims 1-7

Claim 1 defines a binding method comprising the steps of:

generating a pre-personalized book on a binding line for a specific individual,
rejecting selective pre-personalized books, and
generating an alternate piece, of an alternate medium compared to the pre-personalized book, in place of each rejected pre-personalized book to be delivered to the specific individual.

Neither Graushar, nor Anderson, nor a combination thereof discloses, teaches or suggests generating an alternate piece, of an alternate medium compared to the pre-personalized book, in place of each rejected pre-personalized book to be delivered to the specific individual. Accordingly, no prima facie case of obviousness under 35 U.S.C. §103 has been made because at least one limitation of Claim 1 is not disclosed or suggested by Graushar and Anderson, alone or in combination.

As discussed above with respect to Claim 21, Graushar discloses a multi-mailer, in which unacceptable books are rejected and replaced by generic books (column 2, line 66 to column 3, line 4). Graushar does not teach or suggest generating an alternate piece, **of an alternate medium compared to the pre-personalized book**, in place of each rejected pre-

personalized book to be delivered to the specific individual. Graushar discloses rejecting a book and replacing it with another book (i.e., the very same medium).

Like Graushar, the replacement piece of Anderson is the same medium as the original (i.e., a magazine). Indeed, Anderson discloses a method for producing magazines including punching/printing and inserting subscription renewal cards for selected individual subscribers as the subscriber's magazine is being made up. In the event of a fault, the magazine is rejected and reordered. A new card is punched and/or printed for insertion in the magazine. The new magazine must then be coordinated with the other magazines for downstream sorting and mailing operation. Likewise, if a renewal card is discarded with a defective magazine, a replacement renewal card is exactly the same medium as the original.

There is no teaching or suggestion by Anderson to replace one of the rejected magazines with an item of an alternate medium for delivery to the subscriber. It is the intention and sole teaching of Anderson to create a magazine including a renewal card, whether it is an original or a replacement.

Therefore, Anderson and Graushar, alone or in combination, fail to disclose, teach or suggest generating an alternate piece, **of an alternate medium compared to the pre-personalized book**, in place of each rejected pre-personalized book to be delivered to the specific individual.

Claim 1 is allowable for this and other reasons. Claims 2-7 depend from Claim 1 and are allowable for at least the same reasons.

Claims 15-19

Claim 15 defines a method of replacing a rejected book on a binding line. The method comprises:

- generating a mailing list of recipients having a mailing order,
- assembling a pre-personalized book on the binding line for each recipient according to the mailing list,
- rejecting selective pre-personalized books,
- generating an alternate piece on the binding line, the alternate piece being of a format different from the rejected pre-personalized book, and

replacing the rejected pre-personalized book with the alternate piece, the alternate piece positioned on the binding line to maintain the mailing order.

Neither Anderson, nor Graushar, nor a combination thereof discloses, teaches or suggests generating an alternate piece on the binding line, the alternate piece being of a different format from a rejected pre-personalized book. Accordingly, no prima facie case of obviousness under 35 U.S.C. §103 has been made because at least one limitation of Claim 15 is not disclosed or suggested by Graushar and Anderson, alone or in combination.

The disclosures of both Anderson and Graushar are discussed above. Briefly, Graushar discloses replacing a rejected pre-personalized book with a generic book, and Anderson discloses replacing a rejected magazine with an identical magazine (except for errors found in the original). Neither Anderson, nor Graushar, nor a combination thereof discloses, teaches or suggests replacing a rejected book with an alternate piece of a different format. As taught by both Anderson and Graushar, the format of the replacement is the same as the original (book for book, magazine for magazine, renewal card for renewal card), and none of the prior art of record, nor combinations thereof suggest replacing a rejected item with an alternate piece of different format (for example, replacing an article of a particular printed format with an article of a different printed format or any electronic format).

Therefore, Anderson and Graushar, either alone or in combination, fail to teach or suggest generating an alternate piece on the binding line, the alternate piece being of a different format from a rejected pre-personalized book.

Claim 15 is allowable for this and other reasons. Claims 16-19 depend from Claim 15 and are allowable for at least the same reasons.

Claim 29

Claim 29 depends from claim 28 and further recites that generating the alternate pre-personalized piece is done on the binding line. Claim 28 is allowable over Graushar for at least the reasons discussed in detail above. The disclosure of Anderson fails to cure the deficiencies of Graushar with respect to independent Claim 28.

Claim 29 is allowable for this and other reasons.

Claim Rejections under 35 U.S.C. §103(a) – Anderson in view of Graushar

The Examiner rejects Claims 9-12 and 31 under 35 U.S.C. §103(a) as being unpatentable over Anderson in view of Graushar.

Claims 9-12

Claim 9 defines a binding method comprising:

- generating a mailing list of recipients,
- generating a pre-personalized book for each recipient on a binding line,
- rejecting one of the pre-personalized books,
- identifying the recipient of the rejected pre-personalized book, and
- generating an alternate piece that replaces the rejected pre-personalized book, wherein the alternate piece includes a notification to the recipient regarding the status of their pre-personalized book.

Neither Anderson, nor Graushar, nor a combination thereof discloses, teaches or suggests replacing a rejected book with an alternate piece that includes a notification to the recipient. Accordingly, no prima facie case of obviousness under 35 U.S.C. §103 has been made because at least one limitation of Claim 9 is not disclosed or suggested by Graushar and Anderson, alone or in combination.

As the Examiner concedes, Anderson fails to disclose that an alternate replacement piece includes a notification to the recipient regarding their pre-personalized book. The disclosure of Graushar is related to replacing a pre-personalized book with a generic book. The Examiner states on page 9 of the July 31, 2007 Office action that the recipient of Graushar's generic book is notified of the delayed status merely by the fact that the book is generic and not personalized. Applicants find no disclosure, teaching or even a suggestion, either explicit or inherent, in the disclosure of Graushar to support this statement by the Examiner. A recipient does not necessarily know that it is meant to receive a pre-personalized publication, and generally has no idea what the intentions of the publisher and/or printer are with respect to the personalized content or presentation of a book that is ultimately received by the recipient or the intended delivery schedule thereof. When a generic book is received by the recipient, the recipient can draw the conclusion that the book is generic, but that is all. Applicants' claim

positively recites “**generating an alternate piece...wherein the alternate piece includes a notification to the recipient regarding the status of their pre-personalized book.**” The claim is very clear that a notification is provided, rather than relying on the recipient to evaluate the facts (that they received a generic book) and to draw an assumptive conclusion regarding the status of their pre-personalized book (the existence of which they are completely unaware). Therefore, to say that the mere delivery of a generic book is equivalent to the step of Applicants’ method discussed above is a misinterpretation of 35 U.S.C. §103(a).

Therefore, Anderson and Graushar, either alone or in combination, fail to disclose, teach or suggest generating an alternate piece that replaces the rejected pre-personalized book, wherein the alternate piece includes a notification to the recipient regarding the status of their pre-personalized book.

Claim 9 is allowable for this and other reasons. Claims 10-12 depend from Claim 9 and are allowable for at least the same reasons.

Claim 31

Claim 31 defines a method of replacing a rejected book on a binding line, comprising:

- generating a mailing list of recipients,
- assembling a pre-personalized book on the binding line for each recipient,
- rejecting selected pre-personalized books,
- replacing a first rejected book with a generic book,
- replacing a second rejected book with a regenerated second book identical to what the second rejected book should have been, and
- replacing a third rejected book with a different medium.

Neither Anderson, nor Graushar, nor a combination thereof discloses, teaches or suggests replacing a rejected book with a different medium. Accordingly, no prima facie case of obviousness under 35 U.S.C. §103 has been made because at least one element of Claim 31 is neither disclosed or suggested by Graushar and Anderson, or the combination thereof.

The disclosures of both Anderson and Graushar are discussed above. Briefly, Anderson discloses replacing a rejected magazine with an identical magazine (except for errors found in

the original), and Graushar discloses replacing a rejected pre-personalized book with a generic book. As taught by both Anderson and Graushar, the medium of the replacement is the same as the original (book for book, magazine for magazine, renewal card for renewal card), and none of the prior art of record, nor combinations thereof disclose, teach or suggest replacing a rejected item with a different medium (for example, replacing an article of a particular printed medium with an article of a different printed medium or an electronic medium). Furthermore, neither Anderson, nor Graushar, nor a combination thereof discloses, teaches or suggests a method of replacing books on a binding line that includes three separate replacement variations which are: a generic book, a regenerated book identical to what the book should have been, and a different medium.

Therefore, Anderson and Graushar, either alone or in combination, fail to teach or suggest replacing a first rejected book with a generic book, replacing a second rejected book with a regenerated second book identical to what the second rejected book should have been, and replacing a third rejected book with a different medium.

Accordingly, Claim 31 is allowable for at least these reasons. Applicants respectfully request withdrawal of the rejection and allowance of Claim 31.

Claim Rejections under 35 U.S.C. §103(a) – Anderson in view of Graushar and Pace

The Examiner rejects Claims 8, 14, and 20 under 35 U.S.C. §103(a) as being unpatentable over Anderson in view of Graushar and U.S. Patent No. 5,713,605 (“Pace”).

Claims 8, 14, and 20

Claims 8, 14, and 20 depend from Claims 1, 9, and 15, respectively, each of which is discussed separately herein. Claims 8, 14, and 20 themselves are directed to the alternate piece being in electronic format. While Pace is generally relevant to packaging of electronic media for mailing, it fails to cure the deficiencies of Graushar and Anderson as applied to the independent Claims 1, 9, and 15.

Therefore, Applicants respectfully request withdrawal of the rejection and allowance of claims 8, 14, and 20.

Claim Rejections under 35 U.S.C. §103(a) – Anderson in view of Graushar and Clark

The Examiner rejects Claim 13 under 35 U.S.C. §103(a) as being unpatentable over Anderson in view of Graushar and U.S. Patent No. 5,428,423 ("Clark").

Claim 13 depends from Claim 9, which is discussed separately above. Claim 13 is directed to printing the alternate piece off-line with respect to the binding line. While Clark is generally relevant to off-line printing, it fails to cure the deficiencies of Anderson and Graushar with respect to independent Claim 9.

Therefore, Applicants' respectfully request that the rejection of claim 13 be withdrawn and the claim allowed.

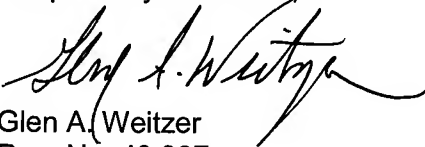
Claim Rejections under 35 U.S.C. §103(a) – Anderson in view of Clark

The Examiner rejects Claim 26 under 35 U.S.C. §103(a) as being unpatentable over Anderson in view of Clark.

Claim 26 depends from Claim 24, which is discussed separately herein. Claim 26 is directed to reprinting offline with respect to the binding line. While Clark is generally relevant to off-line printing, it fails to cure the deficiencies of Anderson with respect to independent Claim 24.

Therefore, Applicants' respectfully request that the rejection to claim 26 be withdrawn and the claim allowed.

Respectfully submitted,



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(viii) *Claims appendix*

1. A binding method comprising:
generating a pre-personalized book on a binding line for a specific individual;
rejecting selective pre-personalized books; and
generating an alternate piece, of an alternate medium compared to the pre-personalized book, in place of each rejected pre-personalized book to be delivered to the specific individual.
2. The method of claim 1 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes the same pre-personalized information.
3. The method of claim 1 wherein the pre-personalized book includes a pre-personalized signature.
4. The method of claim 1 wherein the act of generating the alternate piece includes printing the alternate piece off-line with respect to the binding line.
5. The method of claim 1 wherein the act of generating the alternate piece includes printing the alternate piece on the binding line.
6. The method of claim 1 wherein the alternate piece is a printed product.
7. The method of claim 6 wherein the alternate piece is a postcard.
8. The method of claim 1 wherein the alternate piece is in electronic format.

9. A binding method comprising:
generating a mailing list of recipients;
generating a pre-personalized book for each recipient on a binding line;
rejecting one of the pre-personalized books;
identifying the recipient of the rejected pre-personalized book; and
generating an alternate piece that replaces the rejected pre-personalized book,
wherein the alternate piece includes a notification to the recipient regarding the status of
their pre-personalized book.
10. The method of claim 9 wherein the alternate piece is a printed product.
11. The method of claim 9 wherein the pre-personalized book includes pre-
personalized information and the alternate piece includes the pre-personalized information.
12. The method of claim 9 wherein the act of generating the alternate piece includes
printing the alternate piece on the binding line.
13. The method of claim 9 wherein the act of generating the alternate piece includes
printing the alternate piece off-line with respect to the binding line.
14. The method of claim 9 wherein the alternate piece is in electronic format.

15. A method of replacing a rejected book on a binding line, the method comprising:
generating a mailing list of recipients having a mailing order;
assembling a pre-personalized book on the binding line for each recipient
according to the mailing list;
rejecting selective pre-personalized books;
generating an alternate piece on the binding line, the alternate piece being of a
format different from the rejected pre-personalized book; and
replacing the rejected pre-personalized book with the alternate piece, the
alternate piece positioned on the binding line to maintain the mailing order.
16. The method of claim 15 wherein the alternate piece is a postcard.
17. The method of claim 15 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes the same pre-personalized information of the pre-personalized book.
18. The method of claim 15 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes different pre-personalized information of the pre-personalized book.
19. The method of claim 15 wherein the alternate piece is a printed product.
20. The method of claim 15 wherein the alternate piece is in electronic format.

21. A binding method comprising:
generating a mailing list of recipients;
generating a pre-personalized printed product off-line for selected recipients on the mailing list;
loading the pre-personalized printed products adjacent a binding line;
assembling a book for each recipient including a respective pre-personalized printed product;
rejecting selective recipients' books;
removing the rejected books from the binding line; and
generating an alternate piece in place of each rejected book, the alternate piece being of a different medium than the pre-personalized printed product.

22. The binding method of claim 21 wherein the alternate piece includes at least a portion of the pre-personalized information contained in the pre-personalized printed product for a given selected recipient.

23. The binding method of claim 21 and further including the act of generating a generic book to be sent to the selected recipients whose books, which were to include the pre-personalized printed products, were rejected.

24. A binding method comprising:
generating a pre-personalized book on a binding line for a plurality of specific individuals, each pre-personalized book having therein a pre-personalized signature;
rejecting selective pre-personalized books;
reprinting the pre-personalized signature of one of the rejected pre-personalized books; and
regenerating the rejected pre-personalized book on the binding line for the specific individual to include the reprinted pre-personalized signature.

25. The binding method of claim 24 wherein the step of reprinting the portion is done on the binding line.

26. The binding method of claim 24 wherein the step of reprinting the portion is done offline with respect to the binding line.

27. (Canceled)

28. A binding method comprising:
generating a mailing list of recipients;
generating a pre-personalized printed product for each recipient;
assembling a book on a binding line for each recipient, each said book including the respective pre-personalized piece;
rejecting selective books;
removing the rejected books from respective spaces along the binding line;
generating an alternate pre-personalized piece for each recipient whose book was rejected, the alternate pre-personalized piece being of a different medium than the pre-personalized printed product; and
inserting the alternate pre-personalized piece into the space previously occupied by the respective rejected book.

29. The binding method of claim 28 wherein generating the alternate pre-personalized piece is done on the binding line.

30. The binding method of claim 28 wherein generating the alternate pre-personalized piece is done off line with respect to the binding line.

31. A method of replacing a rejected book on a binding line, the method comprising:
- generating a mailing list of recipients;
 - assembling a pre-personalized book on the binding line for each recipient;
 - rejecting selected pre-personalized books;
 - replacing a first rejected book with a generic book;
 - replacing a second rejected book with a regenerated second book identical to what the second rejected book should have been; and
 - replacing a third rejected book with a different medium.

- (x) *Related proceedings appendix*
None.

- (ix) *Evidence appendix*
None.